

## **Historic, Archive Document**

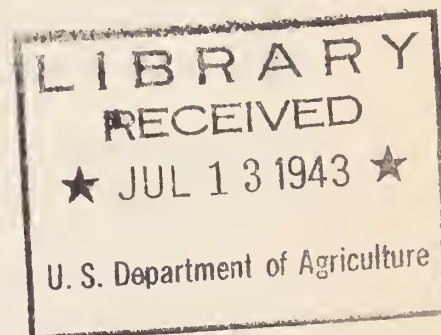
Do not assume content reflects current scientific knowledge, policies, or practices.



PUN 5 STOP 334  
REED K POND  
SURPLUS MKTG ADMIN  
U S DEPT OF AGRICULTURE  
4-K WASHINGTON D C

A.M.A.

# Marketing Activities



*Issued Monthly by*

**AGRICULTURAL  
MARKETING  
ADMINISTRATION**

**U. S. DEPARTMENT OF AGRICULTURE**



Vol. 5 No. 4  
April 1942

## -IN THIS ISSUE-

## CONTAINER CONFUSION

By L. C. Carey.....Page 3

Variety may be the spice of life and all that, but there are just too dog-goned many types of containers knocking around our fruit and vegetable markets. Sometimes we think there ought to be a law--a comprehensive standard container law.

## A JAM IN BRITISH MARMALADE

By Robert C. Evans.....Page 7

Marmalade is something we can take or leave alone. But the British--well, they say marmalade is one of the foods that puts them in fighting trim. We're sending them a lot of the makings.

## UNCLE SAM IS A CAREFUL BUYER

By E. O. Pollock.....Page 11

Don't try to palm any inferior foodstuffs off on the Government, just because a war is going on. Uncle Sam knows the exact quality he wants to buy, and his Federal inspectors look over every prospective purchase with a suspicious eye--at least, a careful eye.

## OUR TOBACCO APPETITE

By Phil Perdue.....Page 15

We have often wondered what made the gals take up smoking, particularly after watching them light up after a little snack at Ye Olde Tea Shoppe. According to Phil Perdue, it is simply proof of their ability and right to keep up with the men.

## MARKETING UNDER WARTIME CONDITIONS

STUDIED BY FEDERAL, STATE OFFICIALS.....Page 17

The Atlantic States Division, National Association of Marketing Officials, met in Washington, D.C., the last of March, and they really got down to brass tacks. The consensus: "The most interesting and constructive meeting we ever had."

-V-

Marketing Activities is published monthly by  
The Agricultural Marketing Administration  
ROY F. HENDRICKSON, ADMINISTRATOR

Address all inquiries to the Editor  
Marketing Activities, U. S. Department of Agriculture  
Washington, D. C.  
HARRY W. HENDERSON, EDITOR



## CONTAINER CONFUSION

. . . By L. C. Carey

We don't see any World War I airplanes any more. Faster, more maneuverable types have been developed and the obsolete machines have been junked, or, as we say today, converted to strategic materials. This eminently sensible policy has been adopted by our aeronautical experts because they have seen no reason to clutter up the airdromes and aircraft carriers with a lot of useless equipment.

But the fruit and vegetable industry, when it comes to the crates, boxes, and cartons used for marketing produce, operates on a somewhat different basis. As new types of containers are developed--and not all of them are improvements--they merely add to, but do not replace, existing types. The result is a bewildering hodge-podge of packages that seriously interferes with efficient marketing at a time when efficiency is more needed than ever before.

It is almost unbelievable, but the Freight Container Bureau--the railroads' Supreme Court on packages--recognizes 414 sizes of containers for marketing fresh fruits and vegetables. To cite a few specific cases, exactly 47 different types of crates are used for marketing the celery crop, 36 for grapes, 28 for cantaloups, 21 for apples, 18 for asparagus, and 13 for peaches.

Some of these containers are old timers that trace back to the turn of the century or earlier. Some have virtually become obsolete, except in a few areas. And some are spanking new representatives of the box-makers art. But considered together, they spell confusion at the market place.

### Standard Unit Needed

There are several causes for variation in packages, and the lack of a unit that is accepted and suitable as the basis for all package standards is one of the most important. For example, if a manufacturer wishes to introduce a crate into a section that now uses the barrel, the tendency is to offer a barrel crate or a half-barrel crate instead of introducing the bushel unit. This means more containers.

Many new containers come into being through the very understandable desire of some shippers to pack their produce in a distinctive carton--as they say, "a package that will knock the wholesalers' eyes out." Thus the number of shapes that are introduced are limited only by the shippers' imaginations and the ability of the manufacturers to translate ideas into wood and fiberboard. Some of these creations are pyramid, some hexagonal, and some are modified Grecian urn. Calculating their cubic contents, of course, is an adventure in higher mathematics.

And don't forget the short-measure container. A few shrewd packers

have found that by slight modifications in the shape of the package, the cubical contents can be reduced substantially without noticeably affecting the appearance. Commodities sold in these containers can be offered at a lower price per package than those sold in the standard packages, but the price per unit of weight is really higher. Often this has caused the general adoption of the short-measure package. There is no end to this procedure, for once the short measure becomes established, a still shorter one is put out by the unscrupulous minority.

Lettuce crates are a classic example of the short measure. It works this way: A dealer has been buying head lettuce in crates 13 inches deep, 17-1/2 inches wide, and 21-5/8 inches long. A crate of these dimensions, one widely used by shippers, will hold about 5 dozen heads. Now suppose the shipper from whom the dealer buys finds himself with some lettuce that is slightly smaller than usual. He packs this off-size produce in crates a little smaller, perhaps the same depth and length, but only 17 inches wide. About 5 dozen smaller heads can be packed in this crate and the difference is so slight that the dealer never notices he has been "short-changed" by 140 cubic inches. He pays, though usually he gets his money back from the retailer. The ultimate buyer of the lettuce--the consumer--is the one who is stuck.

#### Container Manufacturer Loses

How does the manufacturer make out in the midst of all this container confusion? Well, it's the same story--he loses too. His manufacturing techniques become needlessly complicated, he must carry a large number of sizes in stock--some of which move very slowly--and he must meet the competition of other firms that are putting more new sizes on the market. All of these factors tend to reduce his profits--even if he doesn't always realize it.

The common carriers are none too happy about the situation, either. The problem of loading a freight car, a truck, or a boat becomes vastly more difficult through nonuniformity in container sizes. Unless strength specifications can be worked out and adequate methods of stowage and bracing devised, damage in transit is the result.

However, it would be a mistake to infer that no simple standards exist for crates, boxes, and cartons. As a matter of fact, a few have become almost as well standardized through usage as they could be by national regulation. Good examples of what might be called "industry standardization" are the Northwest apple and pear boxes, the western cantaloup crates, and the California citrus box.

Largely through the forward-looking action of the manufacturers and the cooperation of the shippers and receivers, the sizes of sacks used for fruits and vegetables have also been effectively reduced in number. For some products odd-sized sacks may still be used in certain localities, but the 50-pound sack for onions and the 100-pound sack for



potatoes have become well established as standard merchandising units in the principal producing sections.

The States have taken a crack at the container problem by establishing standards by law or regulation. But the unfortunate lack of uniformity in the provisions of these laws and their permissive nature tend to make them ineffective and confusing from a national standpoint.

The fruit and vegetable industry has recently taken some definite steps of its own in the direction of container simplification. At a conference of shippers in Chicago in February of this year, the elimination of some 200 of the containers now recognized in railroad tariffs was recommended. However, in the opinion of some shippers and of the U. S. Department of Agriculture, these proposed eliminations largely represented "dead wood"--containers that are infrequently used anyway. It was generally felt that, even with eliminations, the problem would remain.

In casting about for something really constructive, it might be well to look at what has been accomplished by the Standard Container Acts of 1916 and 1928--Federal laws aimed at standardizing baskets and hampers. Enforcement of these acts has reduced the number of sizes of berry boxes from approximately 18 to 3, till baskets from 30 to 5, Climax baskets from 31 to 4, hampers from 42 to 9, splint baskets from 25 to 6, and round stave baskets from 20 to 9. A few of these sizes are not commercially important.

Some simplification should be possible with boxes, crates, and cartons. Federal legislation covering containers of all the types used in marketing fruits and vegetables--legislation similar to the Standard Container Acts but broader in scope--would go a long way toward solving the problem of non-uniform packages and is probably the ultimate answer. Through such a law the standard sizes of each container type sold in interstate commerce would be defined, and adequate enforcement would tend to keep the small minority of wilful manufacturers or purveyors of illegal packages in line.

-V-

#### EARLY SPRING LAMB CROP IS SMALLER THIS YEAR

The number of early lambs in the principal producing States is somewhat smaller than last year, reports from farmers indicate. In most areas weather conditions have been less favorable for saving early lambs this year, with periods of relatively low temperatures and less plentiful supplies of green feed. Losses of early lambs to March 1, however, have been below average and the development of the early lambs has been generally good. Marketings of spring lambs before July 1 will probably be smaller than last year, as will be the movement of grass-fat yearling lambs from Texas.

## USDA SET TO INCREASE PURCHASES OF 1941 CROP DRY EDIBLE BEANS

The Department of Agriculture has assured bean growers and dealers that it would continue to support market prices for designated types of 1941 crop dry edible beans and that increased purchases of these beans would be made to help alleviate the situation caused by the restricted use of tin for canning purposes.

Since the Government's tin restriction order was issued, growers and dealers in Michigan and New York have expressed concern over the marketing of their crop, a considerable portion of which is normally canned. Officials said that extended assistance in moving the 1941 bean crop should enable growers to make the further increase in production called for by the 1942 production goals.

Although a considerable portion of the beans remaining on farms contain excessive moisture, present drying facilities are indicated to be adequate provided immediate steps are taken to make full use of them. To avoid losses, growers are urged by Department officials to deliver beans of high moisture content to driers.

-V-

## AMA PURCHASES \$800,000,000 OF FARM COMMODITIES DURING FIRST FULL YEAR

More than \$800,000,000 worth of farm commodities were bought by the Agricultural Marketing Administration during the first year of the Department of Agriculture's expanded purchase program, March 15, 1941, to March 15, 1942.

Totaling more than seven and a half billion pounds, these commodities were bought largely as supplies available for shipment to the United Nations under provisions of the Lend-Lease Act. But they also included supplies for the Red Cross, for territorial programs, and for domestic distribution to low-income families and for school lunches.

Meat, dairy, and poultry products represented more than half of all purchases made during the year. These animal proteins have been basic on the list of essential commodities for Lend-Lease shipment, with the United States agreeing to furnish 25 percent of the protein requirements of Great Britain. More than a billion pounds of meat products were included in the total, and eggs and dairy products ran to a billion and three-quarters pounds.

Dried and canned fruits and vegetables, cereal products, canned fish, many miscellaneous food products, and nonfood supplies were included in the year's buying. Most of the nonfood items, such as cotton and tobacco, were made available by the Commodity Credit Corporation.



## A JAM IN BRITISH MARMALADE

. . . . . By Robert C. Evans

As one official puts it, "An Englishman must have his marmalade for breakfast or he is in no condition to be bombed." This may be a slight exaggeration, but the lack of customary foods undoubtedly hurts morale--as our own soldiers and workers would find if they had to start a day without coffee as an eye opener. Like coffee here, marmalade is a staple in Great Britain, and the British Government has tried to maintain ample supplies even under wartime conditions.

It has proved to be something of a job, and one big difficulty has been the British liking for bitter marmalade. Prior to the outbreak of war this flavor was obtained by making the product from bitter oranges, grown largely in Spain. Great Britain has continued to import some Spanish oranges, but the supply has been far short of requirements.

So it looked for a time as if there were only two alternatives--no marmalade at all or, in British opinion, an unsatisfactory product from American sweet oranges. Then one expert began to do some thinking and his thoughts ran along these lines: "The United States produces a lot of oranges--sweet oranges that the British do not consider suitable for marmalade. But that country also produces grapefruit, the peel of which is very bitter. Perhaps, by combining the two fruits in some manner, it might be possible to turn out a fair marmalade--good enough for the duration, anyway." This scheme was tried experimentally--and it worked--but putting it into practical operation in the United States was something else.

In the first place, there was the matter of processing. The pulp--56 million pounds of it--had to be processed in such a way as to retain a maximum amount of pectin, the substance that makes the marmalade "jell." Though several producers of sweet orange pulp were anxious to cooperate in filling the order, only one firm was familiar with the special process and the equipment needed to do the job properly--and experience was limited largely to the bitter-type orange, a few of which are grown in Florida and California. But the assistance this firm was able to provide two citrus chemists from the Department of Agriculture was invaluable. After much cooperative experimental work, a practical method for processing sweet orange and grapefruit pulp was devised and specifications were prepared late in November 1941.

### Working Against Time

Everybody concerned was working against time. It was realized that 56 million pounds of pulp was a big order, that special equipment had to be installed, and that grapefruit is not available in Florida or Texas in any quantity after May or June. But it was December before bids were requested and contracts awarded to five processors--three in Florida, one





After these girls tear the grapefruit peel apart, it passes along on the conveyor to a vat where it is cooked until tender. The cooked peel is sliced into shreds a sixteenth of an inch thick and then mixed with the cooked fruit. The mixture is barreled and sulphur dioxide is poured in as a preservative.



The barrel and contents weigh about 500 pounds. The pulp shown in this storage yard is only a small part of the British order. About 130,000 barrels will be shipped, or will be ready for shipment, by June 30. U.S.D.A. photos by W. J. Forsythe.



in Maryland, and one in New Jersey. To quote Snuffy Smith, of comic strip fame, "time was awastin'."

Then, as a kind of last straw, the problem of how to slice the peel properly had to be solved. To make good marmalade pulp, the processors had to cut the peel a sixteenth of an inch or less in thickness. But the only machines able to do this operation on a volume basis were manufactured in Great Britain. The British Government shipped several to the Department of Agriculture and there were anxious moments until they arrived in this country safely. But they did arrive--six of them--even though the last two were not received until March of this year.

As the slicing machines arrived, production gradually gained momentum. At the present time (April 1) approximately 18 million pounds of pulp, a third of the British order, have been processed. And the processors are turning it out at the rate of 5 million pounds a week. If production continues at the present rate, and there is no reason why it shouldn't, all of the pulp will have been produced by June 1. During the past few weeks three solid trainloads of pulp have been moved to various ports to await shipment abroad.

#### Mass Production Methods Employed

American mass production methods are largely responsible for the good showing being made in filling the British order. Like the airplane factories, the pulp processing plants have a precise way of carrying out each operation. Good grove run fruit, purchased by the Government, is scalded to loosen the peel and then run through a battery of revolving brushes to remove dirt and scale. The cleaned fruit is peeled while it moves along on belts, the unsuitable portions of the peel being discarded. The good peel is cooked and sliced.

The water in which the peel is cooked contains certain pectin and flavor elements, so it is strained and pumped into a large tank and used for cooking the peeled fruit. Live steam is used for heat and after the fruit is thoroughly disintegrated, usually in about 20 minutes, it is run through a machine that removes all seeds and heavy "rag."

The two products--the cooked peel and the cooked pulp--are brought together in a mixing tank and then run into 50 gallon barrels. Two gallons of sulphur dioxide are put into the barrel to preserve the pulp and to prevent fermentation. The whole process of manufacture, from the time the fruit is washed until the pulp is put in the barrels, is carried on under the watchful eyes of Agricultural Marketing Administration inspectors, who see to it that each step is done just right.

Grapefruit and orange pulp are packed separately, but when the two products reach Great Britain they are combined in the proportions of 60 percent grapefruit and 40 percent orange pulp. Sugar--purchased by the British from Cuba and elsewhere--is added in the preserving plants and



the mixture is cooked. The sulphur dioxide boils off in a hurry, leaving the marmalade ready for the jars. It is good marmalade, too, according to reports from the manufacturers.

Our shipments of marmalade pulp do not cut a very big figure when compared with evaporated milk, cheese, egg, or meat exports. The real story has to do with the manner in which American industry entered an almost entirely new field, grappled with a number of intricate problems, and finally delivered the goods.

-V-

#### USDA COOPERATING WITH ODT IN FARM TRANSPORTATION PLAN

A plan under which farmers of a community will be asked to plan their marketing together and eliminate unnecessary truck mileage is being worked out by the Division of Motor Transport, Office of Defense Transportation, in cooperation with the U. S. Department of Agriculture and other governmental agencies. Pooling equipment and cooperative hauling of products and supplies is the keystone of the plan by which, ODT officials believe, farm truck mileage can be reduced from 35 to 50 percent without undue hardship to anyone.

Under the plan, which at present depends upon voluntary action, farmers will be asked to:

1. Keep their trucks in the best possible mechanical condition.
2. Eliminate unnecessary use of vehicles.
3. Cooperate in transportation pools with their neighbors.
4. Revise marketing and buying programs when necessary.

Rural owners of trucks are asked to begin devising ways to eliminate unnecessary trips. Many daily, semiweekly, and weekly trips to market with less than full loads can be eliminated by planning loads and trips with neighbors.

Similar cooperation with farm suppliers can eliminate trips with empty and partially loaded trucks from farm to market or market to farm. Inconveniences and difficulties in making necessary arrangements will be more than compensated for by savings in rubber, equipment, and labor.

The use of the truck as a means of personal transportation, of course, must not be considered.

The ODT will be glad to consider and advise with any group operating or formulating a cooperative conservation program.

**UNCLE SAM IS A CAREFUL BUYER**

. . . . By E. O. Pollock

"The Agricultural Marketing Administration has purchased 20 million pounds of cornstarch from the XYZ Company under contract No. FSC-1207. The cornstarch will be offered for delivery at the company's Pekin, Ill., plant and production will be on a 24-hour basis. Please get in touch with the XYZ Company at Pekin and arrange for sampling. The samples should be sent to the Beltsville Research Center for testing, and we shall wire the results to you for transmittal to the XYZ Company."

A few years ago such a letter would have caused a furor in the Department of Agriculture's Grain Supervision Office at Peoria. Jim Stanfield, in charge, might have replied: "In case you have forgotten, this office performs the prosaic but highly useful function of supervising the grading of wheat, corn, rye, etc. Since cornstarch is completely outside our regular line of work, we have come to the conclusion that your letter has been addressed to the wrong agency. It is being returned for your further consideration."

The situation is different today. A great many agencies of the Department of Agriculture are taking on new work--and taking it in their stride, too--in order to keep the war effort rolling. The field offices in charge of supervising grain inspection have been called upon to assist in testing the quality of many unusual commodities purchased by the Agricultural Marketing Administration under the Lend-Lease Act--commodities that sometimes are a far cry from grain or hay or seed. For example, the list of purchases during the past year includes fish liver oil, carotene, sorbose, ascorbic acid, and thiamine hydrochloride. But Federal inspectors understand inspection techniques and procedures and they have simplified a difficult job.

Drawing Samples Is Important

Regardless of who does the testing or where that operation is carried out, the drawing of samples is handled by field employees of the Agricultural Marketing Administration. It is recognized that taking representative composite samples is one of the most important steps in the whole inspection procedure. The matter of preserving the identity of such valuable products as ascorbic acid is a good example. When samples of these products are drawn by field employees, all of the containers are sealed with Government seals. In cases where vendors must transfer fish liver oil or other vitamin concentrates from large containers to small drums, the transfers are made in the presence of the Federal supervisors. The small drums are sealed to prevent tampering prior to delivery to the Government.

Most of the actual testing of miscellaneous commodities is done at the Beltsville Research Center--just outside of Washington, D. C.



The grain chemists stationed there ordinarily do research on grain standardization, but nowadays they are kept rather busy with analyses of Lend-Lease commodities which is the first order of business.

At some of the more distant points, where Department laboratory facilities are not available and where the mailing of samples to Beltsvill, Md., would result in delays, commercial chemists are employed. These employees are carefully selected and their testing work is checked by Department chemists as a protection to all interested parties.

Certain vitamin products are sent to the Food and Drug Administration for vitamin potency determinations. This special arrangement has been worked out because most laboratories are not equipped to do testing that may require feeding the product to animals in order to arrive at an appraisal of true vitamin potency.

### A Big Inspection Job Completed

The biggest inspection jobs, however, do not involve vitamins. Cornstarch, corn meal, rolled oats, wheat flour, and seed have been purchased by the millions of pounds during the past year, and many unusual problems have had to be solved. For example, when the Agricultural Marketing Administration had under consideration the purchase of 20 million pounds of field and vegetable seed, it was necessary, first of all, to survey stocks on hand, production possibilities, the import situation, and domestic requirements. In other words, before anything else was done, the economic angles had to be explored to determine the extent to which our seed supplies could be shared with our allies without running ourselves short. After it was definitely decided that we could spare 20 million pounds of seed, contract specifications had to be prepared.

When the contracts were awarded to more than 100 seed handlers throughout the country, the job of sampling each of the 1,200 to 1,500 lots was tackled. Trouble began when contractors in New York informed the Department of Agriculture that the seed they were offering was stored in Idaho or California, and when Kansas City dealers requested the sampling of seed in Virginia warehouses. It all required considerable traveling around the country, for each bag in each lot had to be sealed at the time of sampling so as to preserve the identity of the seed to be delivered to the Government.

Then came the job of testing, which fell largely on the shoulders of seed technologists in the Federal-State seed laboratories at Sacramento, Columbia, and West Lafayette and the Federal laboratory at Beltsville. It was nip and tuck to get all of this testing done on time, because our allies needed the seed for spring planting. But the testing was done on schedule and the seed already has arrived at its destination.

One thing that aided immensely in handling this seed order was the availability of adequate standards for quality. For some of the



commodities purchased by Uncle Sam, standards or specifications have been formulated "on the run," so to speak. And in a few instances, information as to trade practices in buying certain products has been so meager that bidders have been required to submit samples as a basis for purchase, the successful bidder being required to deliver a product equal to or better than the sample submitted.

Generally speaking, however, purchases of Lend-Lease products have been based on Federal specifications of quality. These "blueprints" have been worked out carefully by the Department's commodity experts, and have been just as carefully applied by the inspectors. The whole system operates to keep any of the taxpayers' money from being spent for products that are not up to snuff.

-V-

#### USDA ANNOUNCES PROJECT FOR SORGO PRODUCTION IN LOUISIANA

An experimental project in cooperation with the American Sugar Cane League for the production of up to 10,000 acres of sorgo in the cane belt of Louisiana to produce molasses for conversion into industrial alcohol has been announced by the U. S. Department of Agriculture.

The use on a substantial scale of sorgo, or "sorghum molasses," in producing ethyl alcohol for war requirements would conserve sugar, which, in the form of high-test molasses, has constituted the principal raw material for that purpose. Since sorgo matures in approximately 120 days from the time of planting, it will be possible for the sugar mills in the area to complete the processing of the sorgo before their normal sugarcane grinding operations get under way.

It is hoped that the planting of 10,000 acres will yield approximately 2,400,000 gallons of standard density molasses, from which approximately 1,000,000 gallons of alcohol should be obtained. To encourage this production, the Commodity Credit Corporation has agreed to purchase the molasses at the mills at a price comprised of the following: \$4.00 per ton to growers for sorgo delivered at the nearest hoist; \$1.00 per ton for processing; and the actual cost of transportation, but not more than an average of \$0.50 per ton. The molasses or sirup will be delivered to distillers for conversion into alcohol.

-V-

L. E. Hitchener, secretary of the Agricultural Insecticide and Fungicide Association, reports on the status of various products going into insecticides: "Supplies of sulphur and chemical lime--plentiful. Supplies of nicotine sulfate--adequate. Supplies of oil sprays--plentiful. Supplies of arsenical materials--adequate at the present time. Supplies of rotenone products--possibly short."

## MARKETING WORK REORGANIZED

Marketing Activities has received a number of inquiries as to the administrative setup of the Agricultural Marketing Administration. "We know that the new agency consolidates, by Executive Order, the work formerly done by the Surplus Marketing Administration, the Agricultural Marketing Service, and the Commodities Exchange Administration," people write, "but just how have operations been organized--and who are the men in charge?" So we hasten to present our official family.

-- Editor

Administrator

ROY F. HENDRICKSON

Associate Administrators

E. W. GAUMNITZ

C. W. KITCHEN

Assistant Administrators

RALPH W. OLMSTEAD

FREDERICK V. WAUGH

Assistants to the Administrator

BUDD HOLT

J. B. WYCKOFF

S. R. NEWELL

L. O. WOLCOTT

PORTER TAYLOR

NORMAN LEON GOLD

Branch Chiefs

Purchase:

H. C. ALBIN

Distribution:

J. D. LeCRON

Dairy and Poultry:

E. W. GAUMNITZ, Acting

Cotton:

CARL H. ROBINSON

Tobacco:

CHARLES E. GAGE

Grain, Feed and Seed:

EDWARD J. MURPHY

Livestock:

HARRY E. REED

Fruit and Vegetable:

W. G. MEAL

Commodity Exchange:

J. M. MEHL

Transportation and Warehousing

WILLIAM C. CROW

Division Chiefs

Personnel:

F. C. McMILLEN

Administrative Services:

FRED J. HUGHES

Marketing Reports:

ARTHUR C. BARTLETT

Audit:

D. J. HARRILL

Budget and Accounting:

W. B. ROBERTSON

Investigations:

GUY HOTTEL



## OUR TOBACCO APPETITE

### By Phil Perdue

We reach for a cigarette, fill our pipe, or unwrap a cigar without giving it so much of a thought. We aren't aware that, collectively, we are smoking more--much more--than we used to. But U. S. Department of Agriculture statistics reveal some interesting facts.

Smokers--and that includes most of us--consumed more tobacco in 1941 than ever before. We smoked 206 billion cigarettes, 6 billion cigars, and used vast quantities of chewing tobacco, pipe tobacco, and snuff. Consumption of tobacco in all forms exceeded 8 pounds per person last year, compared with 7 pounds in 1930, and about 5 pounds in 1900.

The kind of tobacco we use has changed, too. We are smoking 60 times as many cigarettes today as back in 1900, and nearly twice as many as we did in 1930. As late as 1910 cigarettes were at the bottom of the tobacco list, representing only about 5 percent of the total used in the United States. But in 1911, cigarettes passed snuff; forged ahead of cigars and smoking tobacco in 1923; and surpassed chewing tobacco in 1924. Since 1939, more tobacco has gone into cigarettes than into all other products combined.

Numerous factors have contributed to this tremendous jump in cigarette consumption. Paving the way was the emergence of this country from a period in which the cigarette was the subject of bitter newspaper editorials, anti-cigarette legislation, and even tirades from the pulpit. Smokers were called "cigarette fiends" and agitated reformers referred to the cigarettes as "coffin nails." The much-maligned cigarette stayed in the doghouse until some prominent medical journals refuted the claims of harmful effects from smoking tobacco.

World War I greatly increased cigarette consumption, partly because of the nervous tension it engendered, but mainly through women's invasion of the smoking field during this period. Many women were doing men's work and they looked upon smoking as proof of their ability and right to keep up with the men. This frame of mind met opposition in some quarters, and a few legislators even had the quaint idea that women could be prohibited from smoking in public. The result of this experiment in law making was summarized briefly by one magazine editor who understood feminine psychology. He wrote: "Any serious attempt at legislation against smoking by women is the surest way to bring about a considerable increase in the practice."

Vast improvement in the cigarette itself was one of the biggest factors in its increased popularity. America's adoption of the "blended" cigarette, combining a mixture of several domestic tobaccos and a flavoring of oriental tobacco, was a big step forward, and our blended cigarettes are now preferred by foreigners over their own makes.



This is as it should be, perhaps, since America is the home of tobacco. The Indians here had been using the leaf for smoking and chewing long before Columbus' time, the use of tobacco being tied up significantly with their tribal ceremonies. Even the name is of Indian derivation, the "tabaco" being a pipelike apparatus shaped like a Y. The two hollow prongs were inserted in the smoker's nostrils and the smoke of burning tobacco was inhaled through the base.

Early explorers carried the novel idea, as well as some samples of tobacco, to Europe. The practice of smoking caught on there, and it wasn't long before tobacco was America's major export. In the 1790's over half of the population of Virginia, Maryland, and North Carolina was engaged in or dependent upon the cultivation of tobacco.

Tobacco is still important in these States and in a number of other areas as well. Last year tobacco brought approximately half a million growers a cash farm income of over \$325,000,000.

Equally significant is the revenue-producing ability of tobacco. Every year our Government collects upwards of half a billion dollars in taxes from the tobacco-manufacturing industry. This makes each package of cigarettes and each cigar cost a little more--but half a billion dollars will build a lot of airplanes.

-V-

#### R.C. ASHBY CITES DIFFERENCE IN LIVESTOCK BUYING AND SELLING.

R. C. Ashby, University of Illinois, comments on the big difference between livestock buying and selling in an article appearing in the March issue of the Journal of the American Veterinary Medical Association. Ashby writes, "While there has been much talk about decentralization of the meat packing industry, the truth is ownership and control have tended toward greater centralization. The result is that buying of slaughter livestock is probably more centralized today than at any previous time. Of the federally inspected slaughter in 1937, four concerns took 5 of every 10 hogs, over 6 of every 10 cattle, 7 of every 10 calves, and 8 of every 10 sheep and lambs. So, no matter where or how producers sell, approximately two-thirds of all meat animals slaughtered under Federal inspection go to one of four buyers.

"How different is the setup on the selling side. In 1940 about 25 percent of the cattle, 39 percent of the calves, 53 percent of the hogs, and 36 percent of the sheep and lambs were sold outside the public stockyards--were not offered for sale in the public markets. Consider the multitude of local buyers, of local stockyards and concentration yards and auction markets and packing plants, through which producers disposed of this livestock and one begins to appreciate how far decentralization in livestock selling has gone."

## MARKETING UNDER WARTIME CONDITIONS STUDIED BY FEDERAL, STATE OFFICIALS

The impact of war on agricultural marketing was the central theme of the annual spring meeting of the Atlantic States Division of the National Association of Marketing Officials, held March 27 and 28 at Washington, D. C. Nutrition, packaging, farm labor, transportation, Army buying, and a host of related subjects were taken apart and put back together by the speakers during the 2-day session.

Keynoting the entire program was the first speaker, Roy F. Hendrickson, who heads the new Agricultural Marketing Administration. Touching on nearly all subjects discussed later, Hendrickson told the delegates that the war is changing the patterns of marketing and distribution, bringing new problems and intensifying old ones.

"Now more than ever we are realizing the necessity for moving the products of our farms to market without waste," he said. "Efficient handling of agricultural products from the farm to the ultimate consumer is one of the greatest contributions that can be made to the immediate job of winning the war." Pointing out that the greatest progress frequently is made in time of stress, Hendrickson said that the war is rapidly focusing attention on the spots in our marketing and distribution system where improvement is urgently needed.

### Waste Is Terrific

He declared that some of the wastes in marketing and distributing many commodities are "terrific," but added that many of these can be squeezed out and eliminated without hurting anybody. "One of the great losses is that of spoilage in the marketing and distribution process. This takes a big toll, especially in fruits and vegetables," he said.

"Today's barriers to speeding and synchronizing the functions of production, marketing, processing, and transporting commodities essential to the war program must be wiped out, one by one," he declared. "These are hurdles in the road to victory."

The AMA Administrator, who directs Lend-Lease food buying, told his audience that the Department of Agriculture, in the 12 months preceding March 15, 1942, had bought 800 million dollars worth of farm products for Lend-Lease shipment, school lunches, and other purposes. "The United Nations are placing great dependence on America for food--just as for the other implements of war," he said.

The Agricultural Marketing Administration, he said, is working on plans for another type of program dealing with seasonal surpluses, especially in the fruit and vegetable field. "The general idea of this program is to make more effective use of existing channels of information, marketing, and distribution in obtaining the widest possible outlet



for farm products that may get into a difficult supply situation. This program aims at obtaining more precise production information so as to permit better planning of grower harvesting and marketing operations, and advance planning of buying and merchandising on the part of the distributing trade." (See page 21)

"Transportation of Perishables in Wartime" was the subject of Harold M. Buzek, President, National League of Wholesale Fruit and Vegetable Distributors, who painted a realistic picture of transportation problems facing the trade as a result of the war. He reviewed the history of the trend in transportation from railroad to truck and ship. This trend, he said, will have to be reversed because of the shortage of trucks and tires and the limited ocean shipping space. "We must look to the railroads to handle not only the long but also the intermediate haul traffic that was lost to the trucks several years ago," he stated.

"It will be utterly impossible for the railroads to carry this load without the complete and whole-hearted cooperation of the industry and without the aid of State and Federal marketing agencies. Loading, routing, reconsigning, diverting, and unloading must be accomplished with as near 100 percent economy as can be attained."

#### Comer Talks About Unions

In discussing factors contributing to food distribution costs, George Comer, Head of the Economic Analysis Branch, Anti-Trust Division of the Justice Department, said that the costs of moving produce from railroad terminal to market place often are greater than the costs of shipping from the producing area to the terminal.

He also listed as a cost of distribution the practice of some unions in charging out-of-city drivers a fee to enter city limits. He said that these unions required truck drivers to turn over their trucks to the members of the unions upon entering a city, or that the incoming truckers pay a fee comparable to the pay the local truckers would receive. Comer explained that the Supreme Court had ruled that such practices were not a violation of the anti-trust laws. "Whether or not this practice is justified, it must be considered a cost of distribution," he said.

In a round table discussion of package and container problems, it was agreed that the first job is to make the best use of what is now available, and the second, the long-time improvement by standardization. Facilitating re-use of containers, such as sacks and crates, by careful handling and a system of reclamation was a point discussed by the group. It was generally agreed by the discussion leaders that reduction in the large number of sizes and types of containers would ease the situation. Reclamation of the containers sent to Army camps was discussed, and Army representatives reassured the delegates that action is being taken to effect such reclamation. Discussion leaders were Dr. W. G. Meal and



L. C. Carey, of the Agricultural Marketing Administration, and W. W. Oley, Chief of the Bureau of Markets, New Jersey. (See page 3.)

Lt. Col. M. H. Zwicker, Office of the Quartermaster General, presaged his informal talk on supplying Army posts by saying he had no sympathy for "patriotism plus 10 percent." He told the group that the Army has been purchasing under Federal specifications.

"Our problem," he said, "is to get food--of the proper kind and quantity--to the soldier." He called on marketing officials to instruct farmers in grading and packaging so as to meet Army specifications. One member of the audience asked if the Army could accept potatoes, for instance, in the bulk, since sacks are scarce. Colonel Zwicker said it would be very difficult since the Army is mobile and consequently has no place for storage.

#### Waugh Speaks on Nutrition

Dr. Frederick V. Waugh, Associate Administrator, AMA, who spoke on "Relation of State Marketing Agencies and National Nutrition Programs," declared that nutrition primarily is getting food to the people, thus making marketing an important part of nutrition in the broader sense.

Dr. Waugh pointed to four possible ways of handling surpluses: (1) destroying the surplus; (2) storage; (3) "dumping" it by exportation or diversion to secondary uses; and (4) distribution of the surplus to the people who need it. All four have been tried at various times, he said, but the latter method is a distinct benefit to nutrition as well as having other advantages.

Post-war probabilities were viewed by S. R. Newell, Assistant Administrator of the AMA. These are some of the "likelihoods" he looks for after the war is over. Retention of many present marketing programs; emphasis on marketing in production programs; more marketing regulations; stronger demand for grading and inspection work; further development of consumer grades; stress on supply side in market news; hold-over of packaging changes; increased importance of State marketing organizations and eradication of State "barriers." Newell believes that the present emergency is showing up a number of defects in the marketing system.

Pinch-hitting for William J. Rogers, of the Office of Agricultural Defense Relations, Arthur J. Holmes outlined the farm labor situation. He said there is a greater flow of farm labor into factories than into the Army, contrary to the belief of some farmers. Shortages of farm labor in some sections will necessitate the hiring of young boys and women by farmers. He listed three necessary steps for farmers desiring to keep their laborers on the farm: Higher wage rates, longer employment, and improvement of workers' living conditions. Samuel Liss, Farm Security Administration, told about the Department of Agriculture's "Mobile Labor Units."

Fred W. Thomas, of the Office of Price Administration, spoke on price control, outlining the way ceilings are effected. He said that OPA realizes the necessity of protecting growers, processors, and manufacturers, and pointed out the difficulty involved because of the effort to be fair to all groups.

### The "Forgotten Man"

"The Federal-State Inspector and His Problems" was the subject of W. C. Beaven, State Department of Markets, College Park, Md. Beaven outlined the numerous social gains necessary to improve the position of the Federal-State inspector, and gave examples of the bad practices existent. Beaven classed the Federal-State inspector as "the forgotten man," and urged that action be taken to improve his position.

C. M. White, Chief, Division of Markets, Maine, spoke on "Publicity and Promotion Programs Under Wartime Conditions." Dave Meeker, Assistant Director of the Office of Agricultural Defense Relations, amazed delegates with his fingertip knowledge of the complex priorities and preference ratings. Other discussion leaders on the program were Randall B. Etheridge, Chief, Bureau of Markets, North Carolina; Webster J. Birdsall, New York Department of Agriculture and Markets; Dr. R. G. Bressler, Director, State Department of Agriculture and Conservation, Rhode Island; and S. S. Rogers, Chief, Bureau of Fruit and Vegetable Standardization, California. N. S. Nichols, Chief, Division of Markets, Tennessee, served as chairman, and H. A. Dwinell, Director, Division of Markets, Vermont, as secretary.

The conference, held in the Department of Agriculture's South Building, drew over a hundred Federal and State marketing officials.

-V-

### BRITISH INDIA TO LIVE ON ITS OWN RICE CROP

Because of the Japanese occupation of Indo-China and Thailand and the partial occupation of Burma, the three leading rice surplus producing regions of the world, British India this year will be forced to depend almost entirely on its own crop for its 1942 rice requirements.

Although the second largest rice producer in the world, being exceeded only by China, India has never been self-sufficient for that cereal and usually is the world's largest importer of rice. During the past 5 years imports have averaged three billion pounds annually, or about 5 percent of the average home crop.

-V-

The McIntosh apple was discovered in Ontario, Canada in 1796, when fruit was borne on a wild tree on the farm of Allan McIntosh.



## USDA ANNOUNCES PLAN TO STIMULATE FLOW OF FARM PRODUCTS THROUGH TRADE CHANNELS

A program designed to make more effective use of existing trade channels and Government resources of marketing and distribution to obtain the widest possible commercial utilization of seasonally excessive supplies of perishable farm products, or of supplies affected by market gluts or wartime bottlenecks, was announced recently by the U. S. Department of Agriculture.

"The program will be applied to agricultural commodities on a selective basis, depending upon the seriousness of the marketing problem that confronts the particular product," Roy F. Hendrickson, Administrator of the Agricultural Marketing Administration, explained.

"Operations will include obtaining and making available more precise production information so as to facilitate more definite planning of grower harvesting and marketing operations, and advance planning of buying and merchandizing by the distributing trade; establishing closer working relationships with producer and trade groups and State and other Federal agencies for more effective action in dealing with agricultural marketing and distribution problems; and making available to consumers timely information to stimulate wider distribution and encourage increased consumption of farm products in need of this assistance. When necessary, operations under this program will be supplemented by the inclusion of the products on the list of foods available to participants in the Food Stamp Program, and by direct purchases for school lunch and other distribution purposes."

While seasonal excesses in supplies of farm products are more or less usual, the problem this year is likely to be more difficult because of the wartime need for substantial increases in production, it was pointed out. Unpredictable factors, such as weather and yields, make it impossible for farmers to produce the exact amounts needed. And coupled with the probability of temporarily excessive supplies of some commodities, are possible wartime dislocations in transportation and distribution.

-V-

The U. S. Department of Agriculture recently announced appointment of W. G. Meal as chief, and S. R. Smith as assistant chief, of the Fruit and Vegetable Branch of the AMA. Meal was formerly in charge of the Fruit and Vegetable Division of the AMS. Smith has been principal agricultural economist with the Fruit and Vegetable Division of the SMA.

-V-

Examination by two commercial companies of cork stripped from California oaks during 1940-41 has shown it to be of excellent quality, just as good as the cork imported from Spain and Portugal. This announcement was made by Woodbridge Metcalf, California Extension Service.

## NEW CIRCULAR DESCRIBES THE MARKETING OF GREENS

Greens, those perennial spring favorites, are sold in larger quantities than is commonly realized, the Department of Agriculture states in Circular No. 644, "The Marketing of Greens." About a bushel of greens per person is consumed annually in eight large cities.

The term "greens", as used in vegetable marketing, generally refers to green leaves and stems of plants boiled for food, the circular says. This is in contrast to salad plants that are usually eaten raw. Products included under the term "greens" are spinach, broccoli, kale, brussels sprouts, collards, dandelions, turnip tops, hanover salad, mustard greens, broccoli rabe, Swiss chard, beet tops, cabbage sprouts, and a few others.

Standards for grade have been issued by the U. S. Department of Agriculture for some of the leading greens. Federal-State inspection in important producing districts and Federal inspection in the large markets are available for a small charge. This enables the products to be marketed on the basis of quality.

-V-

## PRICE CEILINGS SET ON MIXED FERTILIZERS

The Office of Price Administration recently set price ceilings on mixed fertilizers, superphosphate, and potash. This was done as a precautionary measure to prevent inflationary advances of fertilizer prices at a time when farmers are needing fertilizers to meet Food for Freedom goals.

The order provides that the price of mixed fertilizers, superphosphate, and potash shall be no higher than:

1. The list prices used by the manufacturer or dealer during the period between February 16 and February 21; or
2. The average price charged by the manufacturer, agent, or dealer on the same kind of sales during this period; or
3. If there is no such price list and no such sales were made, then the list price of others in the same locality.

This order covers prices on all fertilizer sales of 250 pounds or more.

-V-

Farmers will need about 100,000 tons of baling wire in 1942.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from:

THE AGRICULTURAL MARKETING ADMINISTRATION:

Pros and Cons of Marketing Hogs on a Grade Basis (Address) . . .  
By W. O. Fraser

The Conversion of the Weights of Mechanical Separations of Grain  
into Percentages . . . By E. C. Boerner

Staple Lengths of Cotton Consumed in the United States in Rela-  
tion to Staple Lengths Produced . . . By John W. Wright and Fred  
Taylor

The Manufacturing Quality of Irrigated Cotton . . . By Malcolm E.  
Campell

Ginning Long Staple American Upland Cotton

Carlot Shipments of Fruits and Vegetables from Stations in the  
United States, 1940

U. S. Specifications for the Classification of Damaged or Re-  
paired Packages of Fresh Fruits and Vegetables

Tentative United States Standards for Grades of Frozen Corn

Tentative United States Standards for Grades of Frozen Asparagus

Tentative U. S. Standards for Grades of Canned Fruits for Salad

Apple Summary, 1941-42 Martinsburg-Winchester Area

THE BUREAU OF AGRICULTURAL ECONOMICS:

Fuel Consumed and Work Performed by Farm Tractors . . . By A. P.  
Brodell and M. R. Cooper

Relation of Weather and Its Distribution to Corn Yields . . .  
By Floyd E. Davis and George D. Harrell

THE FARM CREDIT ADMINISTRATION:

Retail Outlets for Fruit in New York City . . . By Marius P.  
Rasmussen, Fred A. Quitslund, and Edwin W. Cake

Cooperative Canning of Fruits and Vegetables . . . By Neptune  
Fogelberg and W. Gordon Leith

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Administration  
Washington, D. C.

Penalty for Private Use To Avoid  
Payment of Postage, \$300

-----  
Official Business





